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INSIDE "INSIDE..."

A missed honoree...trainees and other personnel news...trends in special radio hookups...ranking of publications...and other tidbits make up this issue of "Inside Information."

* * *

ANOTHER WINNER

We inadvertently omitted Claude D. Crowley, Soil Conservation Service (SCS) information chief of the Technical Service Center in Fort Worth, Texas, last week when we were passing around bows to Honor Award winners.

Claude received the Department's Superior Service Award for "sustained imaginative leadership in public information and environmental education, resulting in greatly strengthened understanding and action in natural resource improvement."

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LATE STEPS IN BUDGET PROCESS

By the time this reaches you, the situation may be different. But last week, the House Appropriations Subcommittee omitted about a third of the increase requested in GPA's budget. The full House Appropriations Committee was scheduled to mark-up the budget request for the Department on May 30, and House floor action is scheduled for June 20. The Senate Ag Appropriations subcommittee is expected to hold a hearing for the Secretary to discuss USDA's position on the House action early in June.

So...we shall see what develops and will report any details important to information.

* * *

QUESTIONS? JUST CALL

Ben Blankenship, Economics, Statistics and Cooperatives Service (ESCS), says what field people need to know most about the new information staffing setups in Washington is some phone numbers. He's probably right...and he follows up that remark by describing his agency's inf operation thusly:

One branch, Current Information and Popular Publications, is reachable by dialing (202) 447-8302. Head is Geraldine Schumacher. Another branch, called Research Publications Branch is headed by Jim Sayre, (447-7305). The third ESCS Inf branch is called the Information Services Branch and is headed by Gene Ingalsbe, (447-5450).

Ben's own office tops off the organizational chart. Kent Miller, associate director (447-8590), and Ben (447-4230) have a paper

that describes the ESCS inf division's work which they'll send you if you need it. We recommend that you ask for it.

If other agency inf divisions will send "Inside..." similar details of staffing, we'll provide the information to readers who need Washington contacts in the various agencies.

* * *

SCS TRAINS & DETAILS The SCS inf div held a Washington office orientation May 21-25 for six new information people assigned to SCS state offices. Included were the first two "interns" in the agency's new field trainee program for recent college graduates--Corey Bernat, Minnesota, and Bruce Hennie, Texas.

Others attending were Delores Close, Louisiana; Joyce Watkins, South Dakota; Elizabeth Wells, Georgia; and Andy Smith, Wisconsin.

The orientation included visits to GPA's press and radio-tv divisions, one-on-one sessions on publications writing and design with SCS editors, and AV training conducted by Joe Larson of SCS.

In a final bit of SCS news, Hubert Kelley reports that Jeffrey Butcher, SCS inf officer for Kentucky, began a month-long detail to the Washington office on May 21. He will prepare materials for the rural abandoned mine program and other current SCS projects.

* * *

AW SHUCKS, FOLKS!

"Inside..." is embarrassed, just a tad. Some folks have giggled us because "Inside..." isn't signed. Among reasons it isn't is that signatures aren't required to mail material from D.C., contrary to some cases in the states.

Anyhow, we decided to run an occasional explanation of the sheet at the end of each letter, indicating that "contributions" should be sent to Hal Taylor, GPA's deputy director for inf.

As proof that some readers read every line...and apparently take every word literally...along comes a "contribution" from Ralph Salisbury, Oregon St. Value--2¢. Then John Graves, Agricultural Stabilization and Conservation Service (ASCS) sent in a whole dollar.

Those were easy to take. But Neil Stueven, New Mexico St., sent another form. One of the copies we sent there had blanks for pages 2 and 3. Neil said he had difficulty reading them, and we don't doubt it.

We hope most readers interpreted "contributions" to mean items or reports of information activities...and we await "contributions" of that sort.

* * *

RADIO, PLUS TV,
ON LINE

On a more serious note, Jim Johnson, GPA, reports another telephone interview between broadcasters and Sec. Bergland. The technique--a session where there are no preliminary tipoffs as to subjects to be questioned and where questions and answers are made in a no-holds

barred setting--gives us a good idea of problems and concerns people face over the country. Jim says this session marks about the 20th time we held such interviews--each pitched to a different part of the country.

This go-round--with 4 radio stations and one TV station--reached more than 80 different stations via network hookups. The TV station (in Omaha) filmed the Sec here in Jim's studios in order to use the film on the air with the announcer who participated in the interview.

* * *

HOW'D YOUR RATINGS
GO?

If you based your ratings on the publications people buy on results of the ratings of pubs people get free, you probably missed the boat in Claude Gifford's latest contest.

Last week, you'll recall, he challenged us to test our editorial judgment again on publications that the Consumer Information Center sells--rating them from 1-10 in order of recent sales.

Here's the ranking of the top 100:

<u>50</u> Selecting and Growing Houseplants	<u>5</u> Beautiful Junk
<u>8</u> Child Development in the Home	<u>60</u> How to Get a Patent
<u>55</u> Controlling Household Pests	<u>10</u> Understanding Mental Health
<u>2</u> Backyard Mechanic	<u>1</u> Exercise and Weight Control
<u>57</u> Simple Home Repairs--Inside	<u>78</u> Citizen Band Radio Sv Rules

If you rated the pubs in the correct order, 1-10, call Giff, (202) 447-8005 and you'll be offered a reward with a cost value of about \$20. Call him also if you picked the top and bottom five, even though the selections weren't in the precise order.

* * *

SO LONG JOHN & ROY

John Philpot, Ark., called last week to tell us he will leave Extension June 11 to become the farm broadcaster for Little Rock Station KAAV. That's the spot held by Marvin Vines, recently killed in a tractor accident.

John also mentioned that retiree Dave Ryker has been hospitalized but is holding his own. We'll try to get further news to you soon.

And...Roy Roberson, Auburn U., wrote that he will soon leave the Experiment Station to join the Atlanta based branch of Fletcher/Mayo and Associates.

* * *

CALIF. JOB AVAILABLE

Jens Sorenson with the Institute of Marine Resources of the U. of California sent us a position announcement for an inf representative for the Calif. Sea Grant program, saying: "Since our program is research oriented, a communication specialist with agriculture or forest research and experiment station experience would apparently have the appropriate background..."

Write Jens for details at La Jolla, Calif. 92093, or apply by June 8 to UCSD, Staff Employment Office, Q-016, La Jolla... same ZIP.

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VACANCIES IN FSQS

Food Safety and Quality Service (FSQS) has announced a couple of writer-editor jobs available. Applicants must apply by June 11.

One is a GS-11 job...the other a GS-9. Contact in each case is Mrs. Anna H. Wickes, Room 3438-S, telephone (202) 447-6617.

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MORE HISTORY, ANYONE?

A few weeks ago, we announced historian Wayne Rasmussen's brief outline of events in the history of U.S. agriculture. Now comes a booklet on the subject called "Chronological Landmarks in American Agriculture." Compiled by Marvana S. Smith, ESCS, the book also includes sources for additional information on subjects.

Get your copy by asking us for Agriculture Information Bulletin 425.

* * *

BACK TO PERIODICALS

Some time ago, we reported that the special task force review of USDA periodicals had ended and that copies of the report were available. A number of you requested the report...even so several comments appear worth repeating.

For instance, the task force noted that in some agencies the inf program centers around the periodical. The task force questioned whether or not that is the best way an inf effort can support agency programs and suggested that a more balanced approach should make better use of the information resources an agency has.

Some periodicals got high marks as excellent and professional productions...strictly from a production, layout, design view. Others brought questions as to whether such an approach makes good economic sense and whether the additional "slickness" is necessary to entice an already-convinced audience to read them. In fact, the task force suggested that less overachievement in this area and more attention to better, more extensive and more varied information might pay off better.

Finally, because of comments within agencies that periodicals were needed for program purposes...and so agency staffs could "find out what's going on," the task force recommended that inf staffs should direct more attention to internal communication needs and opportunities.

If you haven't seen the report, write if you want one. We still have a few copies left.

* * *

ON THE GO...

Here are some tentative travel plans for the top staff:

- June 11-12--Under Sec Dale Hathaway, American Geographical Soc. Intl Conf on Trade with China, New York City.
- June 13--Asst Sec Bobby Smith, Assoc. of Official Seed Certifying Agencies annual meeting, Mobile, Ala.
- June 18--Asst Sec Alex Mercure, Missouri Rural Development Comm., Columbia, Mo.
- June 20--Sec Bob Bergland, Regional Trade Seminar, Cedar Rapids, Ia.
- June 21--Asst Sec Alex Mercure, Rural Electric Statewide Managers Assoc meeting, Rapid City, S.D.
- June 22--Dir Howard Hjort, 80th annual meeting of Rice Millers Assoc., New Orleans, La.

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